

**REMARKS**

Claims 1-108 remain pending in the application, with claims 16-32, 47-57 and 74-105 withdrawn from consideration because of a restriction requirement.

The Applicants respectfully request the Examiner to reconsider earlier rejections in light of the following remarks. No new issues are raised nor is further search required as a result of the changes made herein. Entry of the Amendment is respectfully requested.

**Claims 1-15, 33-46 and 58-73 over Greer in view of AAPA**

In the Office Action, claims 1-7, 9, 10, 14, 33-38, 40, 41, 45, 58-65, 67, 68 and 72 were rejected under 35 U.S.C. §102(e) as allegedly being anticipated by U.S. Patent No. 6,247,048 to Greer et al. ("Greer"), with claims 8, 11-13, 15, 39, 42-44, 46, 66, 69-71 and 73 rejected under 35 U.S.C. §103(a) as allegedly being obvious over Greer in view of Official Notice ("ON"). The Applicants respectfully traverse the rejection.

Claims 1-15, 33-46 and 58-73 recite reformatting content in accordance with a screen associated with a mobile device the content is viewable on.

The Examiner alleges that the Applicants fail to consider the teaching of Greer for formatting the content based on the character set by the mobile computing device whose screen is being used for viewing the content, pointing to Greer at col. 7, lines 13-19 and col. 9, lines 24-26 (Office Action, page 7). The Applicants respectfully disagree.

The Applicants have reviewed Greer at col. 7, lines 13-19 and col. 9, lines 24-26, and have failed to find even a mention of a screen related to the mobile computing device. Applicants are not arguing that Greer's mobile computing device does not have a screen (although a screen is never mentioned in Greer), since a screen is required to read the transcoded character set. However, Greer fails to disclose transcoding that takes into consideration a screen that the characters are viewable on, i.e., reformatting content in

accordance with a screen associated with a mobile device the content is viewable on, as recited by claims 1-15, 33-46 and 58-73.

Moreover, Greer's transcoding operation converts characters from one language to another (col. 1, lines 41-46). Thus, Greer reformatting content in accordance with the language a viewer desires to view web content in is **NOT** reformatting content in accordance with a screen associated with a mobile device the content is viewable on, as recited by claims 1-15, 33-46 and 58-73.

The Examiner relies on Official Notice to disclose defining a mobile device by a manufacturer and model, and providing a secure socket layer connection (Office Action, page 6).

Even with taking Official Notice, Greer in view of ON fails to disclose, teach or suggest reformatting content in accordance with a screen associated with a mobile device the content is viewable on, as recited by claims 1-15, 33-46 and 58-73.

A benefit of reformatting content in accordance with a screen the content will be viewable on for a mobile device is, e.g., making the content easier to view on a small display. Typically, mobile devices have much smaller displays than more stationary devices such as a personal computer. With such small displays, the mobile devices can not conveniently display such content as HTML pages. Reforming such content to more easily be viewed on a small screen increases the usefulness of mobile devices. Greer, nor any of the cited prior art, discloses or suggests reformatting that takes into consideration a screen the content will be viewable on, and the associated benefits of such reformatting.

Accordingly, for at least all the above reasons, claims 1-15, 33-46 and 58-73 are patentable over the prior art of record. It is therefore respectfully requested that the rejection be withdrawn.

**Conclusion**

All objections and rejections having been addressed, it is respectfully submitted that the subject application is in condition for allowance and a Notice to that effect is earnestly solicited.

Respectfully submitted,  
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A handwritten signature in black ink, appearing to read 'William H. Bollman', written over a horizontal line.

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